Note for Robinson, Yvette

From: Weiner, Russell

Date: Mon, Feb 5, 1996 8:25 AM

Subject: RE: B&H Comm. Carbon Form

To: Schwartz, Linda

Cc: Robinson, Yvette

Looks good to me. Only question is under area for Brand. Why not pre-print Benson & Hedges instead of leaving it blank, since all the community events listed on the form are B&H sponsored.

I take it we're doing a seperate Carbon Form once we settle on the Club B&H Concert Events program?

From: Schwartz, Linda on Fri, Feb 2, 1996 4:21 PM
Subject: FW: B&H Comm. Carbon Form
To: Bennecke, Lisa (LBC)
Cc: Forsythe, Heather (LBC); Medina, Maria; Robinson, Yvette; Weiner, Russell
File(s): B&H Comm. Carbon Form

Lisa,
Please see Yvette's response to my note below. Most importantly, Yvette made some minor modifications to the attached carbon form which Burnett will need to make on what's sent out to be printed.

The information regarding quantity of carbon forms, how the surveys are shipped (i.e. box vs. envelope), and the number per shipment will be coming next week. I'll forward on to you as soon as I receive it.

Let me know if you have questions in the interim.
Thanks.

From: Robinson, Yvette on Fri, Feb 2, 1996 3:50 PM
Subject: B&H Comm. Carbon Form
To: Schwartz, Linda
Cc: Medina, Maria; Moore, Edna
File(s): B&H Comm. Carbon Form

Linda:

I have checked the form and made minor changes. All the Black Expos are not "Black Expo USA" The three expos that I am listing are all stand alone expos. They are not associated with Black Expo USA:

Missouri Black Expo and Concert
Chicago Black Expo
Indiana Black Expo and Concert

Phoenix Marketing is the agency of record. I have forwarded the info to Steve Bellissimo,

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